



## In 2018, the cinema will quicken the pulse of the Eiffel Tower

**EFFETS SPÉCIAUX**  
ÇA TOURNE À LA TOUR !

1<sup>er</sup> ÉTAGE  
DE LA TOUR  
EIFFEL

DU 17 AVRIL  
AU 1<sup>er</sup> JUILLET  
2018

ENTRÉE LIBRE  
FREE ADMISSION  
ENTRADA LIBRE

**SPECIAL  
EFFECTS**

**EFEKTOS  
ESPECIALES**

NOW FILMING AT THE EIFFEL TOWER!

1<sup>ST</sup> FLOOR  
OF THE EIFFEL  
TOWER

FROM 17 APRIL  
TO 1<sup>ST</sup> JULY  
2018

¡ RODAJE EN LA TORRE !

1.ª PLANTA  
DE LA TORRE  
EIFFEL

DEL 17 ABRIL  
AL 1<sup>er</sup> JULIO  
2018

UNICOPRODUCCION

cité

MAIRIE DE PARIS

© 2018 SOCIÉTÉ D'EXPLOITATION DE LA TOUR EIFFEL

In 1897, when she was only 8 years old, the Eiffel Tower discovered the beginnings of the life of a star under the camera of the Lumière brothers. They placed their camera in the lift and while going up, they filmed the Trocadero Palace, its esplanade and gardens through the metal structure of the monument. The first vertical travelling shot of the cinema had just been made. The career of the Iron Lady was launched.

Since then, the Tower has had a great love affair with cinema; a story that has lost none of its fervour. Quite the contrary. To celebrate these unwavering ties, the year 2018 is placed under the theme of the 7th art. Three highlights will be available to put the spotlight on this alliance that has lasted 120 years.



## TABLE OF CONTENTS

### **PRESS RELEASE**

**“Special effects: filming at the Tower! ”** **Page 3**

**Event from April 17 to July 1, 2018 on the 1st platform of the monument**

**THE EIFFEL TOWER, MUSE FOR THE 7<sup>TH</sup> ART** **Page 7**

**APPENDIX: MAIN FILMS IN WHICH THE EIFFEL TOWER APPEARS** **Page 9**

## “Special effects: filming at the Tower!”

**Come and discover the world of special effects and be an actor on a green screen!**

**Event from April 17 to July 1, 2018, on the first platform of the Eiffel Tower**



*From April 17 to July 1, 2018, the event “Special effects: filming at the Tower!” takes up residence on the first platform of the Eiffel Tower. The first highlight of a year devoted to the cinema, this event, fun and interactive, is an adaptation of the exhibition “Special effects, crack the screen!” currently on display at the City of Science and Industry. Through three participatory workshops, visitors discover the world of a film set and are invited to take on the role of actor.*

### **In the shoes of an actor performing a feat at the Eiffel Tower**

Arriving in the area dedicated to the exhibition, visitors discover the long and beautiful history that links the Tower to the 7th art. **Three interactive experiences** are then offered to them.

The first workshop demonstrates the use of **layering and chroma key technology** or how to combine the real and the virtual. Here, visitors walk on a green background and are embedded live in a synthetic setting. In the image, they see themselves advancing cautiously on a beam of the monument. Vertigo guaranteed!

In the manner of Segundo de Chomón’s 1907 silent film entitled *Kiri-kis*, the second module, called “**Be acrobats!**” is devoted to the technique of vertical diving, widely used in superhero and science fiction films. While lying on the ground, visitors make different movements playing with the projected images. Their images are then straightened out, with a camera set up at a height and whose angle of view is changed.



SOCIÉTÉ  
D'EXPLOITATION  
DE LA  
TOUR EIFFEL

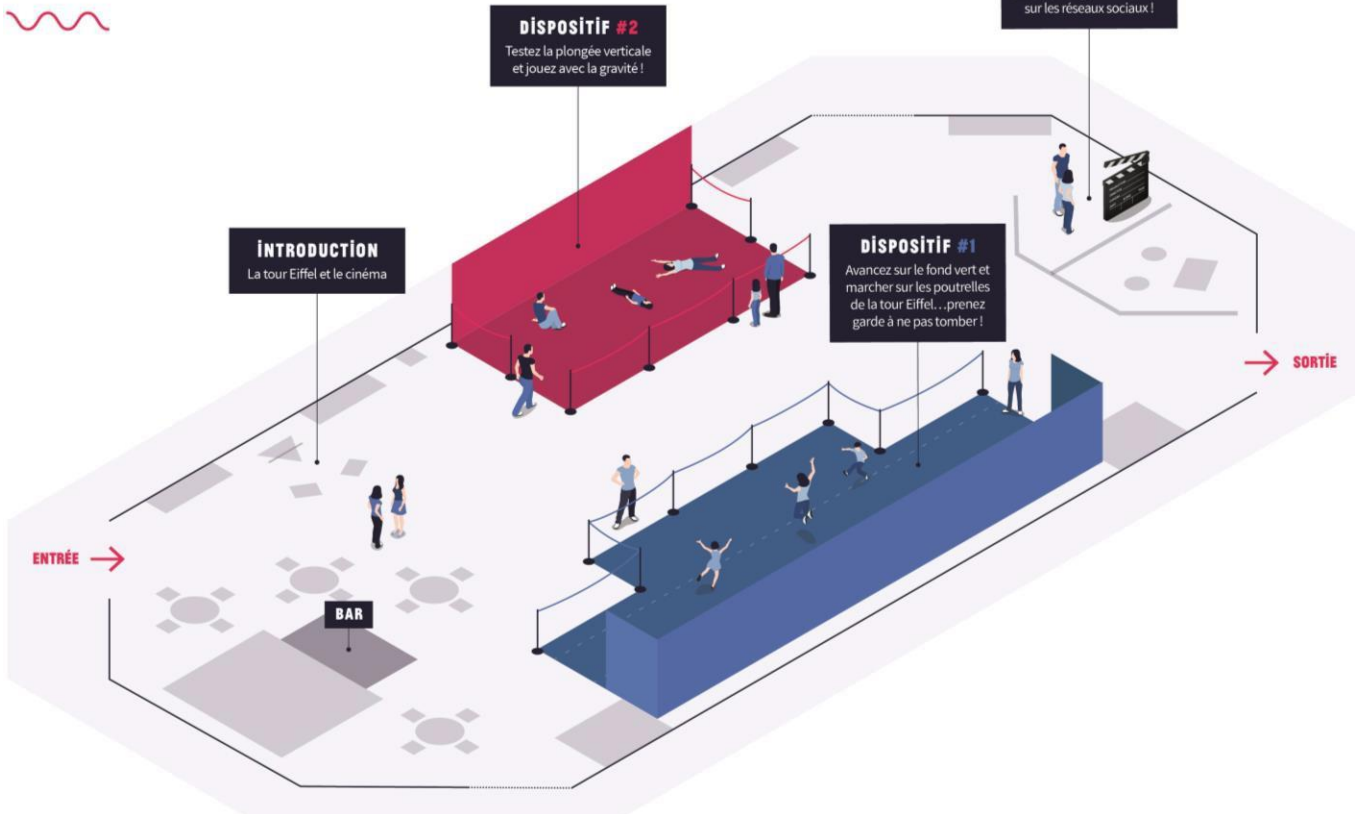
Result: like Spiderman, apprentice stuntmen defy gravity.

Lastly, go to the **photocal** to pose in a film set. Neophyte comedians are invited to take a picture of themselves by sliding their faces in frames with a design inspired by a film clapperboard. Everyone can then share their selfies on social networks with the hashtag #nowfilmingattheeiffeltower.

For the gourmet(s), a bar will be available, arranged with bistro tables and stage directors' chairs. On the menu "just like at the cinema": popcorn, sweets, ice cream, drinks ...

### Event planning:

## EFFETS SPÉCIAUX, ÇA TOURNE À LA TOUR !



## This year, the Tower is doing her own show

Between the Eiffel Tower and the cinema, what a (beautiful) love story! A union that has lasted 120 years. Barely risen in the Parisian sky in 1898, she charmed the Lumière brothers and Georges Méliès. Since then, the flame has never died. In order to celebrate the unbreakable bonds that unite the Iron Lady to this art, two other highlights - in addition to the event “Special effects: filming at the Tower!” — will make the Tower vibrate. **In June, it will be a glittery atmosphere and a red carpet on the first platform.** Deckchairs, palm trees, floodlights, cocktail bar, “the place to be” next summer will be the monument. In the autumn, visitors in shorts will be in the spotlight. The Tower will present a **film-and-youth component**, during the October and November release of two children’s animated films in which the Iron Lady is featured.

## Events from the exhibition “Special effects, crack the screen” currently on display at the City of Science and Industry.

### A coproduction



### In partnership with:



## PRACTICAL INFORMATION

The Eiffel Tower is open every day from 9:30 am to 11:45 pm (9 am to 12:45 am between July 7th and August 26th)

### Prices:

Stairs ticket (valid to the 2nd floor): adults €10 - youths 12/24 years €5 - children 4/11 years €2.50 Lift

ticket (up to the 2nd floor): adults €16 - youths 12/24 years €8 - children 4/11 years €4

Summit ticket: adults €25 - youths 12/24 years €12.50 - children 4/11 years €6.30

### **Good idea - on sale only onsite:**

Combination ticket: adults €19 - youths 12/24 years €9.50 - children 4/11 years

€4.80. Children under 4 years are guests at the Tower.

### **About the Société d'Exploitation de la Tour Eiffel (SETE) (Eiffel Tower Operating Company)**

On November 1, 2017, the City of Paris entrusted the operation and management of the Eiffel Tower to SETE for the next 15 years, as part of a delegation of public service for a period of 15 years. SETE is a local public company, of which 60% of the capital is held by the City of Paris and 40% by the Department of Paris. Its Board of Directors is chaired by Bernard Gaudillère, Paris Counsellor. SETE, which has around 340 employees and achieved a turnover of 77.8 million euros in 2016, is directed by Anne Yannic.

### **About Universcience:**

Universcience, the national public institution of the Palace of Discovery and the City of Sciences and Industry, aims to make science accessible to all, young and old, and to promote contemporary scientific and technical culture. Designed in close collaboration with researchers, enhanced by human mediation, the cultural offer deployed by Universcience in Paris, on each of its two sites, but also in the regions and internationally, as well as on the internet is addressed to all audiences. A national public institution, Universcience is subsidised by the State (Ministry of Culture and Ministry of National Education, Higher Education, Research and Innovation). With over 2.8 million visitors, 600,000 school students each year, 1.2 million visitors in its exhibitions outside the walls and around the world, Universcience is one of the leading European science centres.

[www.cite-sciences.fr](http://www.cite-sciences.fr); [www.palais-decouverte.fr](http://www.palais-decouverte.fr)

### **SETE PRESS CONTACTS:**

**Alice BEUNARDEAU – Head of the Communication Department:**

[abeunardeau@toureiffel.paris](mailto:abeunardeau@toureiffel.paris)/ +33 (0)1 44 11 23 08 / +33 (0)6 40 33 04 50

**Victoria KLAHR - Communication and Media Relations Officer:**

[vklahr@toureiffel.paris](mailto:vklahr@toureiffel.paris)– Tel: +33 (0)1 44 11 23 44 / + 33 (0)6 42 31 93 22

### **UNIVERSCIENCE PRESS CONTACT**

**Camille REYBOZ - Media Relations Officer:**

[camille.reyboz@universcience.fr](mailto:camille.reyboz@universcience.fr)/ Tel.: +33 (0)1 40 05 75 04 / +33 (0)6 17 44 56 24

## The Eiffel Tower, muse for the 7<sup>th</sup> art

### Cinema & the Eiffel Tower: a simultaneous birth

Gustave Eiffel had a crazy dream: that of imposing his Tower as a work of art, against all odds. It would also be a location and an inspiration for cinema. He was not wrong.

The relationship between the cinema and the Iron Lady dates back to the same period as the construction of the monument. It was around her that the main inventors of cinema met during the Universal Exposition: Etienne-Jules Marey took Thomas Edison to the Exhibition and explained to him the basic principles of his chronophotography that would be used by Edison to invent the kinetograph and the kinoscope (the camera and the projector, respectively).

In 1898, Louis Lumière, mastering the beginnings of engineering in the film industry, discovered the technique of travelling in “Panoramic view during the ascent of the Eiffel Tower”. As for Georges Méliès, another pioneer, he would show it in *Paris Exhibition, 1900*. Since then, the Venerable Lady has been a source of inspiration for many filmmakers.

She was all the more closely linked to the adventure of cinema in that Gustave Eiffel participated as a sponsor of the company created by Leon Gaumont in 1895.

Throughout the 20<sup>th</sup> century, the Tower became the symbol of Paris and France around the world. From the beginnings of the 7<sup>th</sup> art to the present day, its presence gives a timeless or romantic side to the works.

### Action, love, or science fiction, the Tower plays with all genres

The film career of the Great Lady would make a lot of young actors envious, her record is so rich and varied. From *Zazie in the metro* to *James Bond*, from *Paris asleep* to *Superman*, the Eiffel Tower shines in many films. She trails her long silhouette in dozens of films where action invades every nook and cranny, from its underground machinery to its summit. Selected films.

The Eiffel Tower owes her first consecration to Louis Feuillade and his Commissioner Juve who valiantly climbed the monument in pursuit of *Fantômas*. In the 1923 film *Paris asleep* by René Clair, she saves a few lucky people from the hands of the death ray and in *The Last Days of the World* (1923), Abel Gance imagined that a meteorite was going to crash on earth. He took the opportunity to destroy Paris and its most famous emblem.

She played a symbolic role in many apocalyptic films and paid the price of extraterrestrial attacks. From *War of the Worlds* (1953) to *Mars Attack* and *Independence Day* (1996) by way of *Men in Black* (1997) and *Armageddon* (1998), science-fiction and fantasy films adored her. In 2005, she turned into a rocket for *Tomorrowland* by Brad Bird. She inspired Tardi and Luc Besson for *The Extraordinary Adventures of Adèle Blanc-Sec* in 2009.

She was also a witness to human exploits. Alain Pol filmed the ascent of four mountaineers in *Storming the Eiffel Tower*. Divided into two teams, Pierre Allain, Guy Poulet, Jacques Poincenot and René Ferlet set out to conquer this Parisian summit. A few years later, in 1994, another climb will remain famous in the memory of young film buffs: that of Mimi-Siku, in *Little Indian, Big City*, by Hervé Palud.

Invariably, she prefers love stories. In the 1939 film *Ninotchka* by Lubitsch, the icy comrade Garbo discovers Paris, champagne and seduction by an aristocratic Latin lover. In 1959, Fred Astaire found Audrey Hepburn and her *Funny Face*. She became for the whole world the magic place where lovers experience a delicious giddiness.

More recently, she even inspired Bollywood and in 2016, hosted the filming of the romantic comedy *Befikre*, the first Indian film shot entirely in France, and more particularly in Paris.

Since her inception, the Eiffel Tower has captivated and fed the fantasies of many directors. Whether she makes a furtive appearance swept by the camera or is the central place where the plot takes place, the Iron Lady has made over a hundred appearances on the screen in films, animated films, cartoons, series and documentaries. And this craze is not about to disappear.



## Appendix:

### Main films in which the Eiffel Tower appears (non-exhaustive list)

- 1897 - *Panoramic view during the ascent of the Eiffel Tower* by Louis Lumière
- 1897 - *Paris Exhibition, 1900* by Georges Méliès
- 1905 - *The Wig Chase* by Georges Hatot
- 1923 - *Paris asleep* by René Clair
- 1927 - *The Tower* by René Clair
- 1927 - *The Mystery of the Eiffel Tower* by Julien Duvivier
- 1930 - *The End of the World* by Abel Gance
- 1939 - *The Eiffel Tower* by Jean Denis
- 1945 - *Storming the Eiffel Tower* by Alain Pol
- 1948 - *The Man on the Eiffel Tower* by Burgess Meredith
- 1952 - *The Day the Eiffel Tower Ran Away* by Jean Image
- 1955 - *Marguerite of the Night* by Claude Autant-Lara
- 1956 - *The Singer from Mexico* by Richard Pottier
- 1960 - *Zazie in the metro* by Louis Malle
- 1965 - *The Great Race* by Blake Edwards
- 1966 - *Un idiot à Paris* by S. Korber
- 1980 - *Bolero* by Claude Lelouch
- 1980 - *Superman II* by Richard Lester
- 1982 - *The Ruffian* by José Giovanni
- 1984 - *Right Bank, Left Bank* by Philippe Labro
- 1984 - *A View to a Kill* by John Glen
- 1998 - *An American Werewolf in Paris* by A. Waller
- 2000 - *Marry Me* by Harriet Marin
- 2003 - *Le Divorce* by James Ivory
- 2003 - *The Fugitive* by Andrea Manni
- 2004 - *The Demon Stirs* by Marie-Pascale Osterrieth
- 2005 - *Angel-A* by Luc Besson
- 2005 - *The Da Vinci Code* by Ron Howard
- 2006 - *The True Legend of the Eiffel Tower* by Simon Brook
- 2007 - *Rush Hour III* by Brett Rattner
- 2008 - *Seuls deux* by Eric Judor and Ramzy Bedia
- 2010 - *From Paris with love* by Pierre Morel
- 2010 - *The Extraordinary Adventures of Adèle Blanc-Sec* by Luc Besson
- 2015 - *Spy* by Paul Feig
- 2016 - *Befikre* by Aditya Chopra
- 2017 - *The Extraordinary Journey of the Fakir* by Ken Scott
- 2018 - *Eiffel, I'm in love* by Rizal Mantovani